



Docket No. 3951-4001

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Jonathan Ellenberg

Group Art Unit: 3693

Serial No.: 09/624,439

Examiner: Felten, Daniel S

Filed: July 24, 2000

For: SYSTEM AND METHOD FOR CONDUCTING A CUSTOMER AFFINITY  
PROGRAM AUCTION

**RESPONSE TO THE SEPTEMBER 11, 2006 OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action (Confirmation No. 5413) dated September 11, 2006, Applicant respectfully requests reconsideration in view of the following Remarks.

A listing of claims begins on page 2 of this paper. There have been no amendments made to the claims.

**Remarks** begin on page 11 of this paper.